

**MAYOR'S CAMPAIGN STOCKTON
FOR RACIAL HARMONY
AND FAIRNESS TASK FORCE FORUM**

**CIVIC AUDITORIUM, NORTH HALL-
525 NORTH CENTER STREET
STOCKTON, CALIFORNIA
JANUARY 12, 2004**

The Racial Harmony Forum began on the above date at 11:30 a.m.

MEMBERS PRESENT

Doug Wilhoit, Greater Stockton Chamber of Commerce
Irvin Jefferson, Lodi Unified School District
Pastor Bob Hailey, Unity Southern Baptist Church/Metro Ministry
Dennis Lee, President, Central Valley Asian-American Chamber of Commerce
Dianne Barth, Stockton Unified School District
Gary Gillis, Chief, City of Stockton Fire Department
Janet Lilly, African American Chamber of Commerce
Bishop Stephen Blaire, Diocese of Stockton
Matt Robinson, Public Information Officer, City of Stockton
Teri Bentz, City Manager's Office, City of Stockton
Dino Leonardi, Parks and Recreation Supervisor, City of Stockton
Chief Mark Herder, Stockton Police Department
Roger Coover, President/Publisher, *The Record*
Johnny Ford, City Manager's Office, City of Stockton
Francisco Arce, San Joaquin Delta College
Raul Rodriguez, San Joaquin Delta College
Paul Gutierrez, San Joaquin Delta College
William Murray, San Joaquin County Superior Court

MULTI-CULTURAL CELEBRATION

1. FINALIZE EVENT DATE

Ms. Lilly noted that it was decided to have the celebration in October on a date that would not conflict with celebrations in Modesto, perhaps the second Saturday. Discussion ensued on the availability of the Weber Point Events Center and available dates. Ms. Barth said that Sunday might be a better day; Ms. Lilly responded that Sunday would not be a good day for the African-American Community. Bishop Blaire said that it is difficult to have Hispanics attend on Saturdays because many work on that day. It was decided that the event would be held Sunday, September 24, from 12 to 7 p.m.

2. SUBCOMMITTEE ASSIGNMENTS

a. Publicity Subcommittee

Mayor Podesto said that the City can post the event and information on its web site. The government channel and utility billing could also be used to disseminate information. It was suggested that the churches also be contacted. Matt Robinson was designated Publicity Subcommittee Chairperson.

b. Food Subcommittee

Dino Leonardi said he would serve as food/vendor chairperson and Nick Elliott would handle entertainment if he is available. Mr. Leonardi said that elements of entertainment go along with food/vendor such as arts and crafts. It was noted that Mr. Elliott has lists

used for the Asparagus Festival. Ms. Lilly stressed that the food should represent all the ethnic groups in the Stockton area.

c. Entertainment/Vendor Subcommittee

It was suggested that Nick Elliott be contacted for his availability. Discussion ensued on having vendors retaining their profits for fundraising. There would be no charge to the vendor. Mayor Podesto pointed out that health permits, etc. will still be required.

d. Fundraising Subcommittee

Mayor Podesto said that a faith subcommittee is also needed and churches, synagogues and mosques should be contacted as this is essential for diversity and is the most important element. Discussion ensued on contacting representatives of churches, synagogues, and mosques. Reverend Hailey and Bishop Blaire said that they will appoint people to do this.

Discussion ensued on games and activities under the entertainment subcommittee, reserving the stages, and sound systems.

It was pointed out that the leadership of the various ethnic groups must be contacted.

The Mayor suggested contacting the ethnic Chambers of Commerce.

Ms. Lilly said that a program committee is necessary so the message can be conveyed. She said that she was willing to work on this committee and wants good representation from all groups. She asked that the people present refer names and groups interested in enlarging the base and serving on subcommittees. Discussion ensued on a logo, and *Hands across Stockton, A Celebration of Diversity* was suggested. Mayor Podesto suggested that the logo designed by the youth for Racial Harmony and Fairness be reviewed. Ms. Lilly suggested doing an international festival search on the Internet for other ideas. It was also suggested that at the next meeting assignments be made to subcommittees. A speaker asked if meetings could be scheduled for a specific day and time. Ms. Lilly also asked that the YAC provide feedback..

3. SCHEDULE NEXT MEETING

The first Monday of each month from 12 to 1 p.m. was chosen as a logical date for future meetings, the next to be held on February 2, from 12 to 1 p.m. Ms. Lilly asked chair people to come back with suggestions on the needs of committees and their directions, such as publicity. Mr. Leonardi will be dealing with applications, and the entertainment committee will propose entertainers. She suggested that the chairpersons have concrete action plans in place and people chosen to help implement those plans.

(DISCUSSIONS)

Ms. Lilly referred to the four subcommittees listed on the agenda. Matt Robinson will chair Publicity, Mr. Leonardi will do Food/Vendors, and Nick Elliott will chair Entertainment. Fundraising will be headed by Mayor Podesto and Doug Wilhoit. The Faith Subcommittee will be led by Reverend Bob Haley and Bishop Blair will appoint a designee to work with him. Ms. Lilly said that she, Ms. Bentz, and Mr. Leonardi will work on logistics. Sound has been taken care of as part of another subcommittee. Ms. Lilly said that cultural nonprofits should be contacted. Someone should be responsible for this, such as an outreach committee. This could be included as part of the Publicity Committee with Diane Barth. Ms. Lilly said there is a need on the Program Committee for someone to work on content, theme, etc. with good ethnic participation. She asked for volunteers from Delta College. The government access channel, utility bills and the Web site can get the information out into the community quickly. A press release can be given to

Mr. Coover. An emphasis must be made to get information to youth and Penny Ruffin will be contacted.

Mr. Wilhoit offered the Chamber conference room as a meeting site. Ms. Lilly asked Mr. Wilhoit to make reservations for the meetings the first Monday of the month. Ms. Low asked that all members provide their e-mail addresses. Ms. Lilly asked that all committee chairs come back with ideas for how their subcommittees will accomplish their goals.

The Mayor said that the chairpersons must also meet to delineate reports on subcommittee activities. It was decided that meetings would be held the first Monday of every month at the Greater Chamber of Commerce on Weber Avenue at noon.

The Mayor said that the name of the event or theme must be decided at this time before any correspondence goes out. "Hands across Stockton, a Celebration of Diversity" had been chosen. The Mayor said that a fundraising letter must be developed and asked if there will be sponsorships for fundraising so that donors are recognized. Ms. Lilly said that there should be sponsorships or there would be a problem paying for the planned activities. Mayor Podesto said that the entertainment group will have to consider this. Ms. Barth also mentioned that the cost of tents must be considered. Ms. Lilly said that the nonprofits would have the opportunity to raise funds and should have to cover the cost of the tents. This could be made part of the application fee and the information would be included in the fundraising letter. It was pointed out that the company that supplies tents, Grand Events, does not donate tents.

Bishop Blaire, noting that the committees have not met yet, asked that Ms. Lilly provide a review of the goals and purposes and the mission statement of the previous minutes so every committee has this before them and can remain focused. Ms. Lilly said that the mission statement and the goals would be e-mailed to everyone. Discussion ensued on local and out of town entertainers. It was noted that most of the local cultures have dance and/or music as type of cultural preservation and should be individually contacted about entertainment. Mr. Robinson said that other festivals could be scouted for this type of entertainment. Ms. Lilly noted that school children must be involved and the schools contacted through fliers and advertisements. Posters will also be made. Ms. Barth said that she does a parent newsletter for SUSD that could also be used. Ms. Lilly said that schools throughout the county should be contacted. This could be handled through the Program Subcommittee. Ms. Lilly said that the schools should be notified early because of summer break. Ms. Barth said that she would provide a contact phone number for parents. The Mayor said that the best way to approach the schools is just to say that they would be responsible for providing a certain number of events of their choice. Ms. Lilly said that everyone must fill out applications that will be reviewed by a selection committee. Mr. Leonardi suggested that contact people for various committees also be listed on the Web site. A representative of San Joaquin Delta College pointed out that the slogan, "Hands across Stockton," seems to exclude the rest of the county and perhaps "Community" might be a better word. The Mayor questioned how the current slogan originated. Ms. Lilly said that Stockton is the largest city in the County, and people outside of the City consider Stockton the hub of the County. She said that as long as everyone is contacted the intent is the same. Mr. Leonardi added that the initial publicity subcommittee reviewed titles and decided on "Hands across Stockton," and then "a Celebration of Diversity" was added. Ms. Lilly suggested that "a Community of Diversity" could be used instead of "Celebration of Diversity." It was decided to keep "Stockton" in the slogan while assuring that there is county outreach, with Mr. Leonardi working on the logo. Ms. Lilly said that she would provide the mission statements and goals so everyone can review them prior to the first meeting on February 2 at the Greater Stockton Chamber of Commerce at noon, with a brown bag lunch. Ms. Low said that those that still need to provide e-mail addresses could contact her at 937-8279.

CLOSING

The meeting adjourned at 12:45 p.m.